AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Cancelled)

2. (Currently Amended) A liquid crystal display device comprising:

a liquid crystal display medium including a pair of first and second polarizing plates; and a liquid crystal layer between the first and second polarizing plates, the second polarizing plate being provided on a display surface side;

polarization selective reflection means, provided on a side of the first polarizing plate so as to face the liquid crystal display medium, for transmitting a light component in a first polarization status of surrounding light incident on a first surface of the polarization selective reflection means opposite to a second surface of the polarization selective reflection means on a side of the liquid crystal display medium, and for reflecting a light component in a second polarization status of the surrounding light incident on the first surface, the second polarization status being different from the first polarization status; ~~and~~

light irradiating means, provided between the polarization selective reflection means and the liquid crystal display medium, for irradiating the liquid crystal display medium with light from a light source; and

an enclosure which covers an outer surface of the liquid crystal display device, the enclosure including (i) a display window on a surface thereof facing to the liquid crystal display

medium and (ii) a light inlet window on a surface thereof facing to the polarization selective reflection means of the enclosure.

3. (Currently Amended) A liquid crystal display device comprising:

a liquid crystal display medium including a pair of first and second polarizing plates; and a liquid crystal layer between the first and second polarizing plates, the second polarizing plate being provided on a display surface side;

polarization selective reflection means, provided on a side of the first polarizing plate so as to face the liquid crystal display medium, for transmitting a light component in a first polarization status of surrounding light incident on a first surface of the polarization selective reflection means opposite to a second surface of the polarization selective reflection means on a side of the liquid crystal display medium, and for reflecting a light component in a second polarization status of the surrounding light incident on the first surface, the second polarization status being different from the first polarization status;

light irradiating means, provided between the polarization selective reflection means and the liquid crystal display medium, for irradiating the liquid crystal display medium with light from a light source; and

polarization control means, provided between the polarization selective reflection means and the ~~liquid crystal display medium~~ light irradiating means, for controlling a polarization status of light traveling from the polarization selective reflection means towards the liquid crystal display medium; and

an enclosure which covers an outer surface of the liquid crystal display device, the enclosure including (i) a display window on a surface thereof facing to the liquid crystal display

medium and (ii) a light inlet window on a surface thereof facing to the polarization selective reflection means of the enclosure.

4. (Cancelled)

5. (Original) The liquid crystal display device as set forth in claim 3, wherein

the polarization control means is a polarization controlling liquid crystal medium in which the polarization status of the light is controlled in accordance with an alignment status of liquid crystal molecules in the liquid crystal layer.

6. (Currently Amended) The liquid crystal display device as set forth in claim [[1]] 2, wherein

the polarization selective reflection means transmits first linearly polarized light of light incident on the first surface opposite to the second surface on the side of the liquid crystal display medium, and reflects second linearly polarized light which is perpendicular to the first linearly polarized light.

7. (Withdrawn) The liquid crystal display device as set forth in claim 1, wherein

the polarization selective reflection means transmits first circularly polarized light of light incident on the first surface opposite to the second surface on the side of the liquid crystal display medium, and reflects a second circularly polarized light whose rotative direction is opposite to that of the first circularly polarized light,

said device further comprising a retardation plate for converting the first circularly polarized light, which has been transmitted through the polarization selective reflection means, into linearly polarized light.

8. (Original) The liquid crystal display device as set forth in claim 5, wherein

the liquid crystal layer of the polarization controlling liquid crystal medium is a twist nematic liquid crystal layer.

9. (Withdrawn) The liquid crystal display device as set forth in claim 5,

the liquid crystal layer of the polarization controlling liquid crystal medium is a parallel-aligned nematic liquid crystal layer.

10. (Withdrawn) The liquid crystal display device as set forth in claim 4, further comprising

light refracting means, provided on the light inlet window of the enclosure, for refracting incident light which is slanted with respect to a direction perpendicular to a back surface of the liquid crystal display medium so that the incident light travels in a direction towards a front surface.

11. (New) The liquid crystal display device as set forth in claim 2, wherein

the liquid crystal layer has a TN orientation twisted by 90° in a thickness direction of the liquid crystal layer,

transmission axes of the first polarizing plate and the second polarizing plate are arranged so as to perpendicularly cross each other,

a transmission axis of the polarization selective reflection means is arranged so that a direction of the transmission axis coincide with a direction of the first polarizing plate, and a reflection axis of the polarization selective reflection means is arranged so as to perpendicularly cross the transmission axis.

12. (New) The liquid crystal display device as set forth in claim 3, wherein

the liquid crystal layer has a TN orientation twisted by 90° in a thickness direction of the liquid crystal layer,

transmission axes of the first polarizing plate and the second polarizing plate are arranged so as to perpendicularly cross each other,

the polarization control means has a polarization controlling liquid crystal layer having a TN orientation twisted by 90° in a thickness direction of the polarization controlling liquid crystal layer,

a transmission axis of the polarization selective reflection means is arranged so as to perpendicularly cross the first polarizing plate, and a reflection axis of the polarization selective reflection means is arranged so that a direction of the reflection axis coincide with a direction of the transmission axis.

13. (New) The liquid crystal display device as set forth in claim 3, wherein

the polarization selective reflection means transmits first linearly polarized light of light incident on the first surface opposite to the second surface on the side of the liquid crystal

display medium, and reflects second linearly polarized light which is perpendicular to the first linearly polarized light